

# SELLING FROM THIRD POSITION - OBJECTIONS WORKBOOK



Graham Taylor-Edwards

GTE TRAINING AND DEVELOPMENT

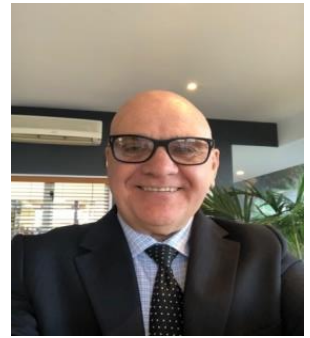
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## GRAHAM TAYLOR-EDWARDS

- *ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT*
- *DIPLOMA IN AUTOMOTIVE MANAGEMENT*
- *DIPLOMA OF TRAINING AND EDUCATION AND DESIGN*
- *CERTIFICATE IV IN FINANCE AND MORTGAGE BROKING*
- *CERTIFICATE IV IN BUSINESS SALES*
- *NZ CERTIFICATE IN MARKETING*
- *NLP MASTER PRACTITIONER.*



Graham completes over one hundred leadership, sales, fixed operations, and customer experience workshops each year and is the founder of Success Resources International a Registered Training Organisation (RTO) in Brisbane and Managing Director of GTE Training and Development Ltd in NZ

Born in North Wales Graham has lived in Australia for sixteen years after working in New Zealand for over 24 years.

He has served in the Royal Navy and Royal NZ Navy and is married to a kiwi girl Shelley from the Bay of Islands.

They have two children Mackenzie and Gareth and grandsons Hudson and Reo and granddaughters Avyana and Vivienne.



Selling from third position is recognising which perspective you are communicating from and how it effects the customer.

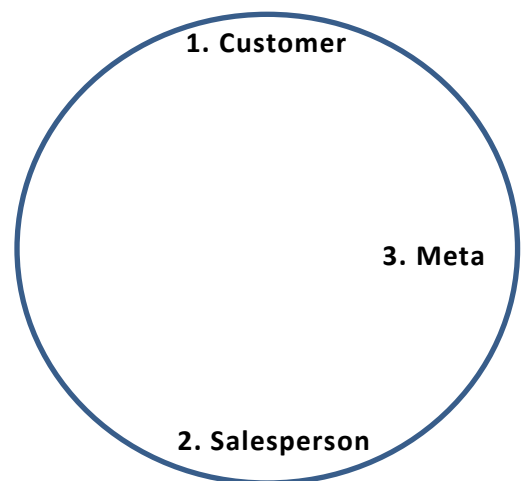
1. Customers perspective - STALLS THE SALE
2. Salespersons perspective - CREATES RESISTANCE
3. Meta or neutral perspective - MOVES THE PROCESS FORWARD

### 1ST POSITION IS BELIEVING AND SAYING

- ☐ The customer is just looking
- ☐ They are not buying today
- ☐ They want \$10,000 for their vehicle
- ☐ They have two more cars to look at
- ☐ This is the first place they have been to
- ☐ They just want the best price
- ☐ They have no time
- ☐ They have driven the vehicle before

### 2ND POSITION IS USING WORDS LIKE

- ☐ If I would you
- ☐ Are you buying today
- ☐ How close are we to earning your business
- ☐ I want to sell you a car
- ☐ What do we have to do to earn your business?
- ☐ What do you want for your trade?
- ☐ We will look at your trade once you have committed to buy our car
- ☐ What do you owe on your car?
- ☐ Where do we have to be
- ☐ Give me a number and will ask my manager?



### 3RD POSITION IS USING WORDS LIKE

- ☐ What is important to you in the purchase of your new vehicle?
- ☐ What are hoping to achieve today?
- ☐ What prompted you to pop in today?
- ☐ Let's take advantage of your time here to work together on your vehicle requirements
- ☐ Let's grab a cup of coffee and see what we can achieve together
- ☐ Is it okay for me to ask a few questions so I can guide you in the right direction?
- ☐ I am happy to get all the information you need to make an informed decision when you're ready
- ☐ I will be happy to get that for you
- ☐ Would you consider a...
- ☐ Do you have to buy today or do we have time to look at some options?
- ☐ The figures are the easy part, is it okay if we work together and see what we can achieve?

### MOVE FROM 3<sup>RD</sup> POSITION TO 2<sup>ND</sup> POSITION

- ☐ "Based on what you have experienced today is this vehicle a consideration?" (3rd Position)
- ☐ "Are you leaning toward the red or the blue?" (2<sup>nd</sup> position sounds like 3<sup>rd</sup>)
- ☐ "Assuming the money works when would you prefer delivery?" (2<sup>nd</sup> position sounds like 3<sup>rd</sup>)
- ☐ "Let's make sure the money works, how does that sound?" (2<sup>nd</sup> position sounds 3<sup>rd</sup> position)
- ☐ "Whose name is the vehicle going in?" (2<sup>nd</sup> position)
- ☐ "I have a responsibility to my manager to ask you to buy the vehicle if you are ready.
- ☐ "If I have answered all your questions, are you happy to go ahead." (2<sup>nd</sup> position)
- ☐ "I also have a responsibility to you as my customer to make sure we put together a great deal
- ☐ Let's work together on that" (1<sup>st</sup> position)
- ☐ "My manager will ask me if you like the car enough to buy it. What do you think? (2<sup>nd</sup> and 3rd)
- ☐ "Would you like to buy the car?" (2<sup>nd</sup> position)

### GOLDEN CIRCLE

WHY	WE ALSO OFFER FINANCE AND INSURANCE BECAUSE IT MAKES THE BUYING EXPERIENCE SO SIMPLE, QUICK AND CONVENIENT. IT ALSO PROTECTS THE VALUE OF YOUR VEHICLE OVER TIME.
HOW	I WILL AT SOME STAGE INTRODUCE YOU TO THE FINANCE AND INSURANCE MANAGER IF WE HAVE TIME SO YOU CAN HAVE A CHAT AND LOOK AT SOME OPTIONS IF YOU WOULD LIKE.
WHAT	OVER 60%? OF OUR CUSTOMERS SEEM TO LIKE THE SERVICE PARTICULARLY WITH SOME DELIVERY DELAYS WE CAN HOLD THE RATE UNTIL DELIVERY.

## OBJECTIONS

### TURN A NO INTO A YES

PACE AND LEAD John, if I were in your position, I'd probably be concerned that ...Which makes sense TO ME

FOCUS ON CUSTOMER CRITERIA "I think the most important thing right now is you get to OWN the vehicle you want at a good price, isn't it?"

CLOSE ON CRITERIA. "So let's continue working together to achieve your goal, I'm not sure if this will work but why don't we relook at your vehicle / check with my manager (Distributer) to see what we can do."

BUILD VALUE AND CONFIDENCE in the close

STATEMENT "We sell over xxx cars a month"

USED CAR

"BECAUSE we have a fantastic Pre delivery process, hand pick the vehicles and all carry a 12-month warranty. Not to mention we have been in business here for over 20 years."

NEW CAR

BECAUSE THE BRAND IS VERY POPULAR AND HAS BECOME A PREMIUM VEHICLE IN THE MARKET AT VERY REASONABLE PRICING.

THE ADVANTAGE TO YOU is you have a great deal, great car; we are here to look after you.

THE REAL VALUE is peace of mind.

BASED ON THAT it seems to make sense to go ahead and buy it doesn't it.

WHAT DO YOU THINK?

OBJECTION

1 \_\_\_\_\_

STATEMENT

BECAUSE

THE ADVANTAGE TO YOU IS

THE REAL VALUE TO YOU IS

## FEEL FELT FOUND

I think I know how you feel John

I have had a number of clients feel the same way initially

But what I found was

### OBJECTION

1\_\_\_\_\_

"I know how you feel some customers have felt the same way before they bought but what I have found is if you have all the information you need, the decision is easy, if not it is usually the vehicle or the deal."

"May I ask which one is concerning you?"

## REDIRECTION

RELAX: That is fine John (Good question/sure/no problem/ of course

RE-ENGAGE: It makes sense/some of my customers have thought the same way/from time to time.

REDIRECT: May I make a suggestion? (Go to their vehicle, our vehicle, changeover, payments, colour)

### OBJECTION

1\_\_\_\_\_

## USE THE REASON THEY OBJECT AS THE REASON TO BUY

I AM NOT BUYING TODAY  
I AM JUST LOOKING  
I WANT TO WAIT

### THAT'S EXACTLY WHY YOU SHOULD BUY NOW

You probably should take advantage of the price today as car prices are likely to go up.

We have the best re-pricing in years available now.

Availability is the best it has been for 2 years.

Interest rates are going up.

You will put k's and stone chips on your car which will reduce the value.

"Taking those into consideration it seems to make sense to buy now doesn't it?"

If we put together a great deal is there any reason you will not take taking advantage of it now.

Would you rather pay for petrol for the old car or the new one which will be probably more efficient anyway."

WE ARE IN A RECESSION

"How many prime ministers, governments, interest rises and falls have we lived through.

We always come through it don't we?

Regardless of what you choose make a decision that works for you."

<p>I WANT TO THINK IT OVER</p> <p>ASK YOURSELF</p> <p>DID I OFFER A VALUE PROPOSITION</p> <p>DID I ESTABLISH RAPPORT</p> <p>DID I GET TO KNOW THEM</p> <p>DID I KNOW WHAT THEY WANT</p> <p>DID I USE THE CHECK INS</p> <p>DID I USE THE TRIAL CLOSES</p> <p>DID I PRESENT WITH PASSION</p>	<p>SET THE TONE</p> <p>“AT THE END OF MY PRESENTATION AND TEST DRIVE THERE ARE 3 THINGS YOU CAN SAY TO ME.”</p> <ol style="list-style-type: none"> <li>1. I LOVE THE VEHICLE LETS DO SOME BUSINESS.</li> <li>2. NO AND THAT'S FINE.</li> <li>3. I WANT TO THINK ABOUT WHICH MEANS A NO OR I HAVE MISSED SOMETHING.</li> </ol> <p>“I know how you feel customers have felt the same way before they bought what I have found if you have all the information, you need the decision is easy, if not it's usually either the vehicle or the deal.</p> <p>May I ask which one is concerning you?”</p> <p>“Would you think 3-5 days would give you enough time to think about it?</p> <p>Just a thought, no matter how long you take, you will faced with the same three questions. May I share them with you?”</p> <ol style="list-style-type: none"> <li>1. Is this the car you want to own?</li> <li>2. Is it worth paying a little more to get what you want?</li> <li>3. How disappointed will you be if you buy something you will not be happy with for the next four years?”</li> </ol> <p>“When you add up the reasons to buy it makes sense to me, what do you think?”</p>
<p>BEST PRICE</p>	<p>“I'm glad you asked, it's been a fascinating couple of years and all our prices are set at a very sharp rate, otherwise people would not come in.</p> <p>Management will from time to time have available a small rebate but lets make sure it is the right vehicle first because in reality the money is the easy part.”</p>
<p>BEST PRICE</p> <p>ALWAYS AGREE</p>	<p>“I will be happy to get you the best price that will fit into your budget, I will also give you terms and payments PLUS a price on your vehicle if you are trading and I will also get you finance details.</p> <p>In fact I will give you all the information you need to make the right decision.</p> <p>Also all our vehicles have different values because of some different things. How long it has been in stock, supply and demand, the make, the model and even colour plus distributor promotions which are changing all the time.</p> <p>By the way so I can get you the very best price let me ask you a couple of questions...”</p>



IF THEY SAY NO	<p>"In your opinion do you feel the vehicle will take care of your (Criteria) needs?</p> <p>Apparently, you have some reason for feeling that way, may I ask what it is?</p> <p>If that was not a concern, are you happy with everything else?"</p>
I CAN GET THE SAME VEHICLE AT A CHEAPER PRICE	<p>"Okay, let me ask if both vehicles were the same price which one would you choose?</p> <p>I am glad you said that may I ask why?</p> <p>So taking that into consideration our vehicle is worth more, so let's see what we can do to help you buy the vehicle you want."</p> <p>NO: "That's disappointing, what would you suggest"</p>
I WANT TO TALK TO MY WIFE	<p>"What do you think your wife would like most about the vehicle. If your wife says yes, are you happy to buy the vehicle based of what we have discussed."</p> <p>"When a decision like this is being considered there are usually some questions, may i make a suggestion?"</p> <p>Puppy dog? Reappoint at their place.</p> <p>"Would they say no to the car or the money?"</p> <p>"If the car "What do you suggest?"</p> <p>*If money "Deposit, monthly payments, price or the trade."</p>
COSTS TOO MUCH	<p>(Divide the money above the offer by the days they will keep the car. 5years = 1800 days</p> <p><i>Always reduce objections to smaller numbers. Your job is to justify and make sense of the figures so the buyer can say yes</i></p> <p>You're spending \$600 a month on your current car. The monthly payment for this new car is \$700. That's like \$3 a day to get out of your old car and into a brand new one. What part of \$3 a day isn't worth a new vehicle?" It's less than the price of a cup of coffee.</p> <p>"\$100 per month is only three dollars a day. With the length of your drive one way to work it's about a dollar fifty one way to enjoy the safety, prestige, and ride of your new vehicle"</p>
MODEL DOWN	<p>"Would you consider a car like this with higher Ks, a warranty and save you \$500 - \$1,000 and reduce your payments by \$12-\$30 dollars a month or would you rather get exactly what you want and pay a little more a month?"</p>

I WANT MORE FOR THE TRADE	<p>“Of course, most customers do, the interesting thing is we don't make the market we only work in it.</p> <p>In saying that what we pay for yours and what you pay for ours is one thing but may I ask what is the most important figure?</p> <p>As I mentioned earlier if our buyer knows your vehicle is for sale they may pay a bit more, if I can get them improve their offer by another \$250-300 do we have a deal?”</p>
I DON'T LIKE TO MAKE QUICK DECISIONS	<p>“I know how you feel customers have felt the same way before they bought what I have found if you have all the information, you need the decision is easy, if not it is usually the vehicle or the deal.</p> <p>May I ask which one is concerning you?”</p>
THE PAYMENTS ARE TOO MUCH	<p>“Better to pay a little extra and get what you want than pay less and make a mistake. Just ok here and I will get your car ready for an immediate delivery so you can start enjoying it right away.”</p> <p>It is not the first and probably not the last time you pay a little more than you initially wanted because you know it is the right thing to do. If it's the right vehicle and the right time just do it.”</p>

## OFFSITE SALES-STANDARD OPERATING PROCEDURE

Resources: Appraisal pad (Autoplay) Write up sheet (Autoplay) Offsite sales kit: Appraisal form, write up form, personal profile of self and dealership, Spec sheets of vehicles.

Learn the phone close.

### Steps to the sale

1. Manager knows you are offsite at a sales opportunity.
2. Present the vehicle (Passion) and test drive with the customer.
3. Evaluate the trade and forward to the valuation department (Autoplay).
4. Trial close as normal (3 trial closes: Consideration, colour preference, delivery timelines).
5. Put details into write up and close subject to trade.
6. Add trade into write up sheet and close.
7. Handle the normal first objection.
8. Telephone close with manager. NB **SALESPERSON MUST TALK TO MANAGER BEFORE LEAVING THE CUSTOMER REGARDLESS OF THE SITUATION.**
9. If the trade is a stumbling block bring it back to the dealership for an onsite appraisal.
10. If no trade close as normal and use phone close if required.
11. Have BM call the customer.



## NO SALE FOLLOW UP



1. DELIVER VALUE IN THE DEALERSHIP
2. WITHIN AN HOUR
3. THE NEXT DAY
4. SET UP A CRM CALL

ALWAYS WALK OUT TO THE CUSTOMERS CAR WITH THEM.

WHY	HOW
The pressure is released	"Just one thing, I am disappointed we could put together a deal for you but I'm thinking I may have missed something Is there anything I got wrong or missed?"

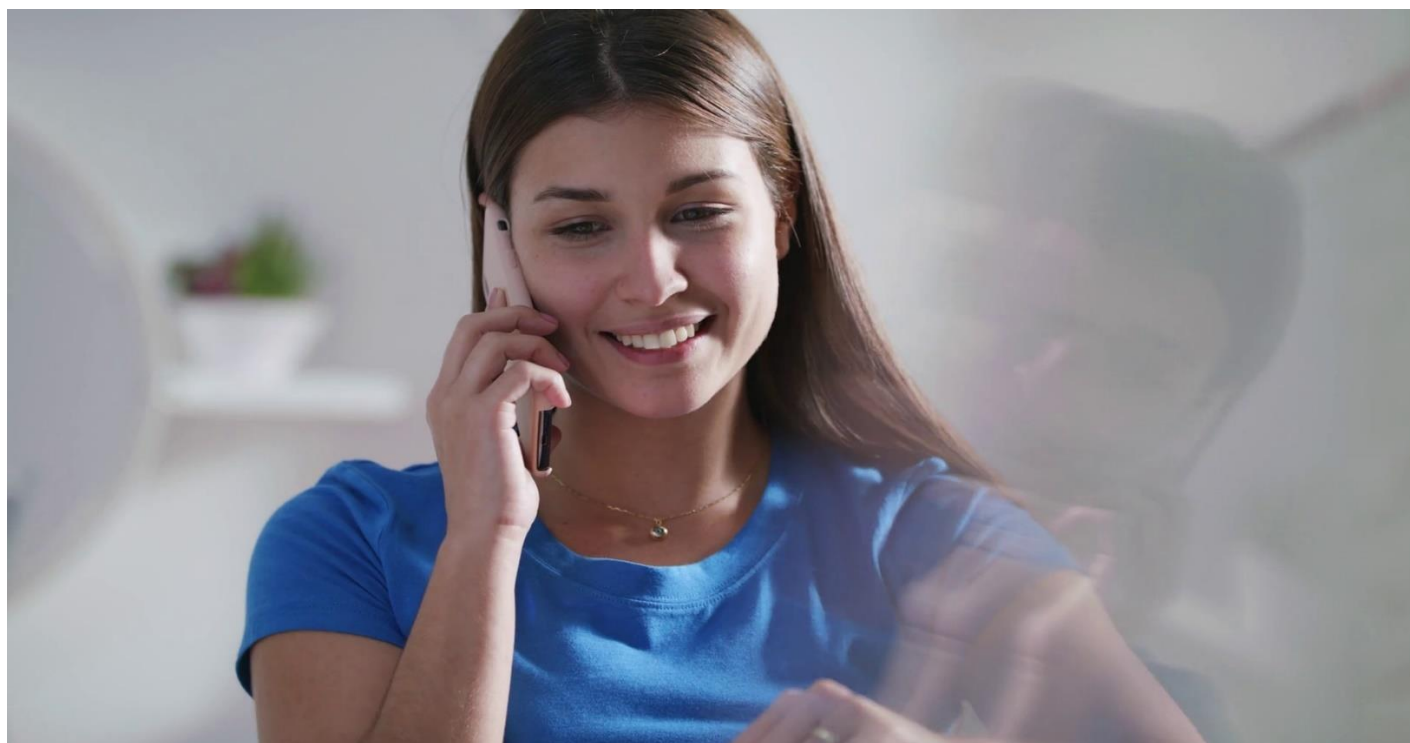
## FOLLOW UP THE SAME DAY WITHIN AN HOUR

WHY	HOW
The guest has had time to think about it and may have gone to another dealership. It's a good idea to send out a post card the same day With this call you can take the guests temperature and allow them to get back in the deal with you.	"Just a quick call to say thanks for popping in today Do you have a moment to speak? I wanted to make sure I answered all your questions and cover anything you are not sure of. I am working on a couple of things and will get back to you tomorrow AM/PM if that is OK with you. Well thanks again talk to you soon." Hang up last

## SEND A TEXT

WHY	HOW
Text messages are easily read and responded to.  Make sure you have a signature on your phone or let them who you are	Thanks again for dropping by today; I am currently working on a couple of things and will be in touch later today (Tomorrow). Talk to you both soon

## CALL LATER THAT DAY OR THE NEXT DAY



WHY	HOW
Keeps the guest feeling wanted and valued	<p>"Just a quick call as promised</p> <p>Do you have a moment to speak?</p> <p>We have been working on a couple of options as we discussed yesterday and suggest we get back together later today or this evening to see what we can do, as two heads are better than one.</p> <p>I am sure you will be pleased, and it will not be a waste of time what time can you make it? (Give an alternative or go to them)."</p>

## SEND A TEXT

WHY	HOW
Text messages are easily read and responded to.	<p>We have been working on a couple of options as we discussed yesterday and suggest we get back together later today or this evening to see what we can do, as two heads are better than one.</p> <p>I am sure you will be pleased, and it will not be a waste of time Please let me know what time can you make it?</p>
Make sure you have a signature on your phone or let them who you are.	





**WHY**

Third follow up shows you care, and they are not forgotten.

**HOW**

"I'm calling on behalf of the dealership for feedback on the service you received when visiting us recently.

Do you have a moment?

From your perspective how would you regard the service you received, average, good or excellent?

Did you buy from us?

One last question, what would you like to happen now for us to best meet your needs?

So, what you are saying is you want...

I really appreciate you taking the time to review this with me

I will be passing this information on to our GM and I'm sure you'll be getting a call from them (*if this is appropriate*). I appreciate your time, thank you."

## EMAIL FOLLOW UP



Four (4) day follow up Salesperson	<p>PERHAPS YOU HAVE NOT HAD THE TIME TO RESPOND TO MY PREVIOUS E-MAILS. MAYBE YOU HAVE ALREADY PURCHASED, IF SO CONGRATULATIONS.</p> <p>IF NOT, WE HAVE A GREAT SELECTION OF VEHICLES THAT IS CHANGING ALL THE TIME, SO BY ALL MEANS POP ME AN EMAIL OR TEXT AND I WILL BE HAPPY TO SHOW THROUGH THE STOCK.</p> <p>MY MOBILE IS 121 444 8889</p> <p>Cheers GT</p>
Eight (8) day follow up Salesperson/BM Manager	<p>WHAT HAPPENED? WERE WE UNABLE TO CONTACT YOU? MAYBE WE DID NOT HAVE THE VEHICLE YOU WERE LOOKING FOR?</p> <p>FOR US TO CONTINUE TO MEET THE CHANGING NEEDS OF OUR CUSTOMERS, YOUR FEEDBACK IS SO IMPORTANT. PLEASE TAKE A MINUTE OF YOUR BUSY DAY AND LET ME KNOW IF YOU WERE CONTACTED BY ONE OF OUR TEAM AND I WILL SEND A LITTLE GIFT IN THE MAIL.</p> <p>EVEN BETTER IF YOU ARE STILL LOOKING FOR A NEW VEHICLE, PLEASE CALL ME DIRECTLY. IT WILL BE MY PLEASURE TO GIVE YOU ALL THE INFORMATION YOU REQUIRE FOR YOU TO MAKE AN INFORMED DECISION.</p> <p>MY NUMBER IS...</p>
Final follow up Manager	<p>YOU MAY HAVE BOUGHT OR NOT QUITE READY TO PURCHASE THAT NEW VEHICLE JUST YET. PLEASE FEEL FREE COME BACK TO ME WHEN IT SUITS AS WE HAVE NEW STOCK AND PROMOTIONS ALL THE TIME.</p> <p>I WILL KEEP YOU INFORMED FROM TIME TO TIME ON ANY PROMOTIONS WE ARE DOING, HOWEVER YOU DO NOT WISH ME TO DO THAT PLEASE LET ME KNOW.</p>

COMPLETE THE SESSION REVIEW		COURSE	SELLING FROM THIRD POSITION OBJECTIONS
NAME			
REACTION TO THE TRAINING DELIVERY AND CONTENT			
WHAT KNOWLEDGE HAVE I GAINED FROM THE CONTENT			
WHAT BEHAVIOUR WILL I CHANGE BASED ON THE LEARNING			
WHAT IMPROVED RESULTS CAN I EXPECT TO SEE			
GENERAL FEEDBACK			



## TAKE AWAYS